



# INVENTORY + ANALYSIS

## INTRODUCTION

Lexington Rd is the key westward artery leading into Athens and gives a first impression of the city. It is used by thousands each day for commuting to and from work. The current state of Lexington Rd shows sprawling businesses districts with an emphasis on vehicles as transportation. Abandoned buildings serve as a weakness to the site currently, but hold an opportunity for future revitalization. Athens Clarke County is looking to redevelop or revitalize the corridor to be more functional as well as an attractive gateway into Athens. Lexington can not only become an entrance into the city, but also serve as a destination for residents and visitors alike.

### Strengths + Opportunities

- Within Miles of Downtown Athens
- Athens-Benn Epps Airport
- Large Right-of-way
- Retail Anchors: Walmart + Lowe’s
- Parks, Greenspaces, and Sporting Fields
- Diverse area
- Abandoned buildings can be more cost efficient than demolition and complete reconstruction



Retail Anchor



Sporting Fields

### Weaknesses + Threats

- Airport zoning restricts construction of churches, schools, hospitals, restaurants, theaters, bars, and large retail in surrounding area
- Lack of sidewalks and bike lanes
- Lack of minor connecting roads
- Abandoned and rundown buildings portray bad image



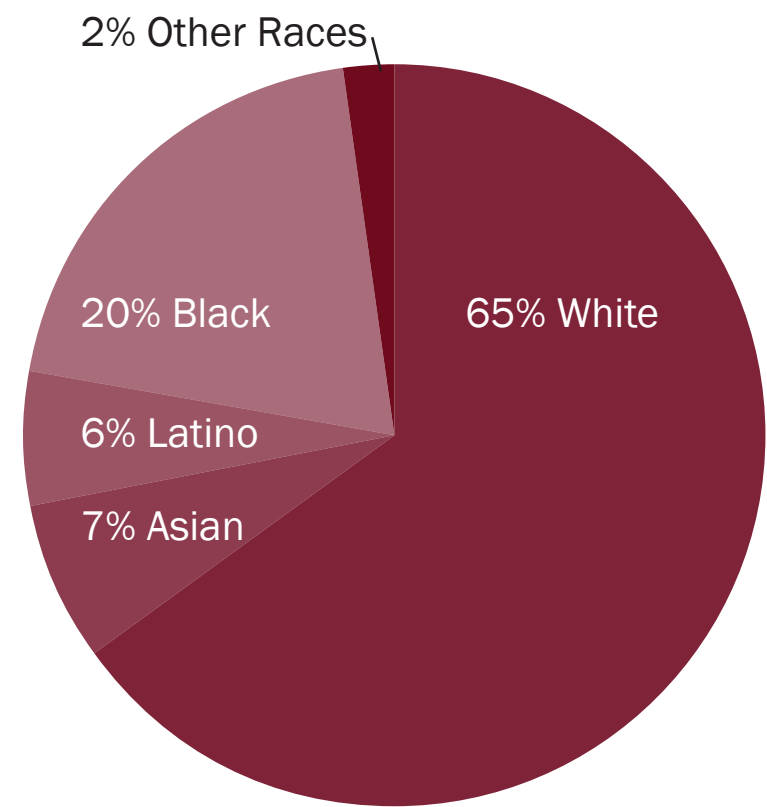
Abandoned Buildings



Lack of Cohesive Sidewalks

Source: <http://atlanta.uli.org/wp-content/uploads/sites/9/2012/04/ATHENS-LEXINGTON-ROAD-REPORT-FINAL-for-website.pdf>

### Racial Demographics in Area Code 30605



### Economic Demographics

Average Annual Income in Area Code 30605



Average Annual Income in Georgia



### Age Demographics

Median Resident Age in Area Code 30605

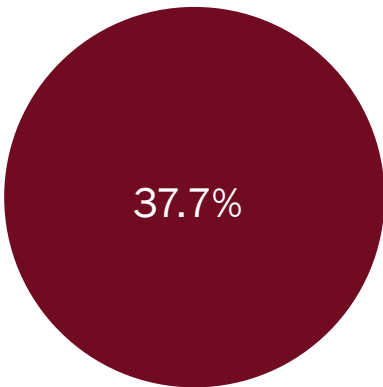


Median Resident Age in Georgia

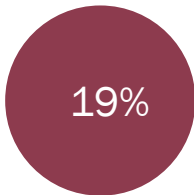


### Percent of Population Living under Poverty Line

Area Code 30605

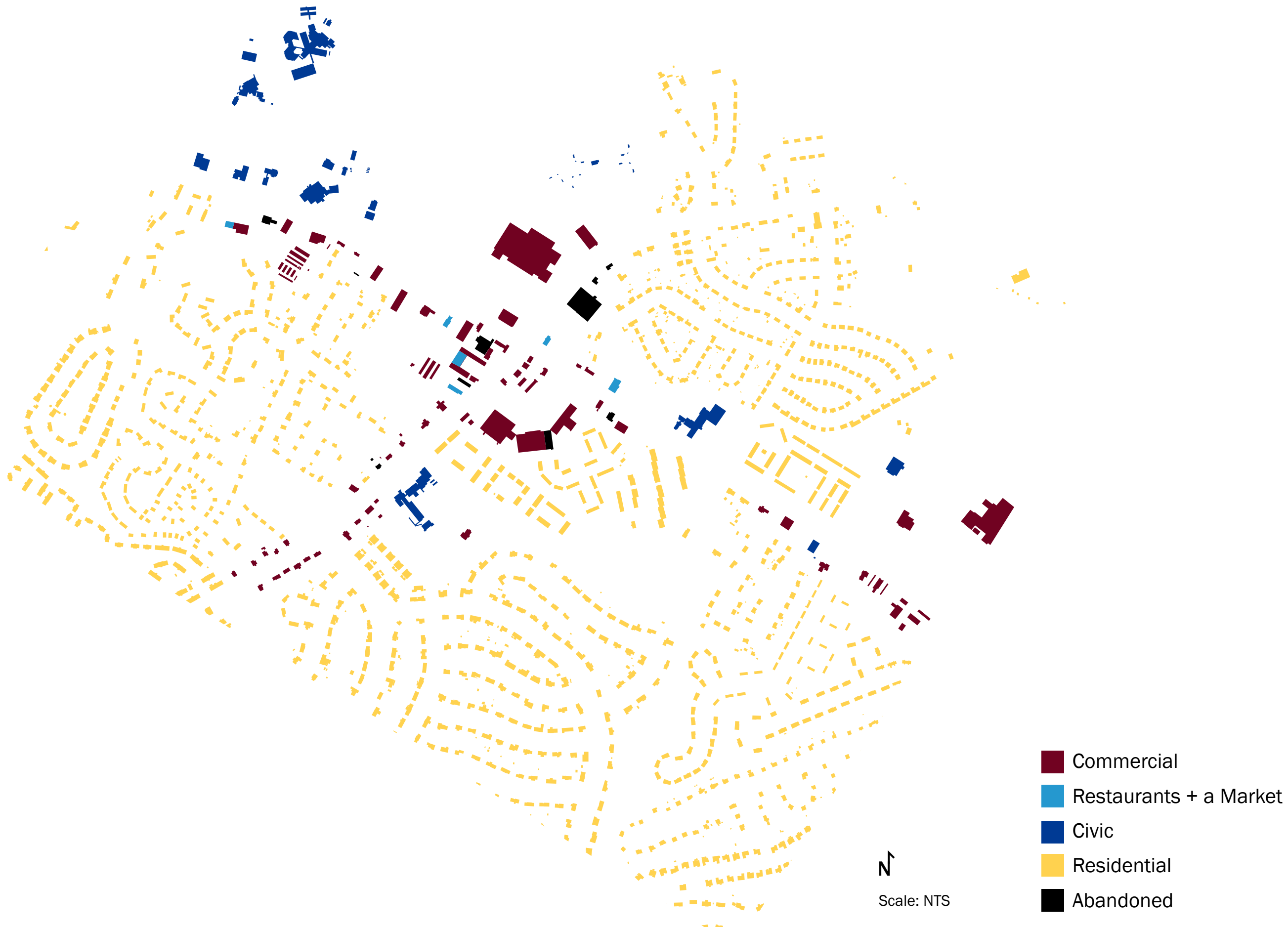


State of Georgia

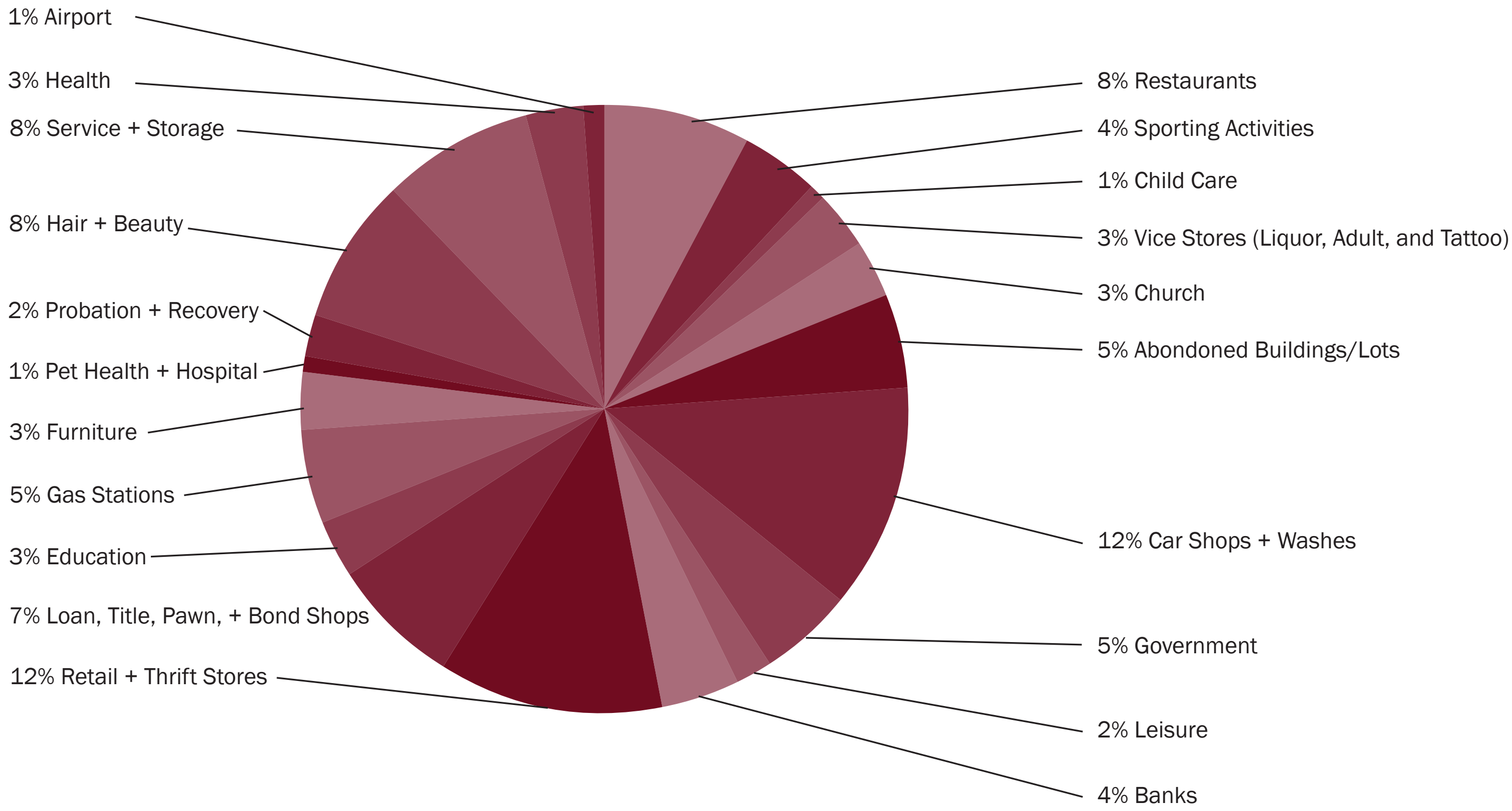


Source: <http://www.city-data.com/zip/30605.html>

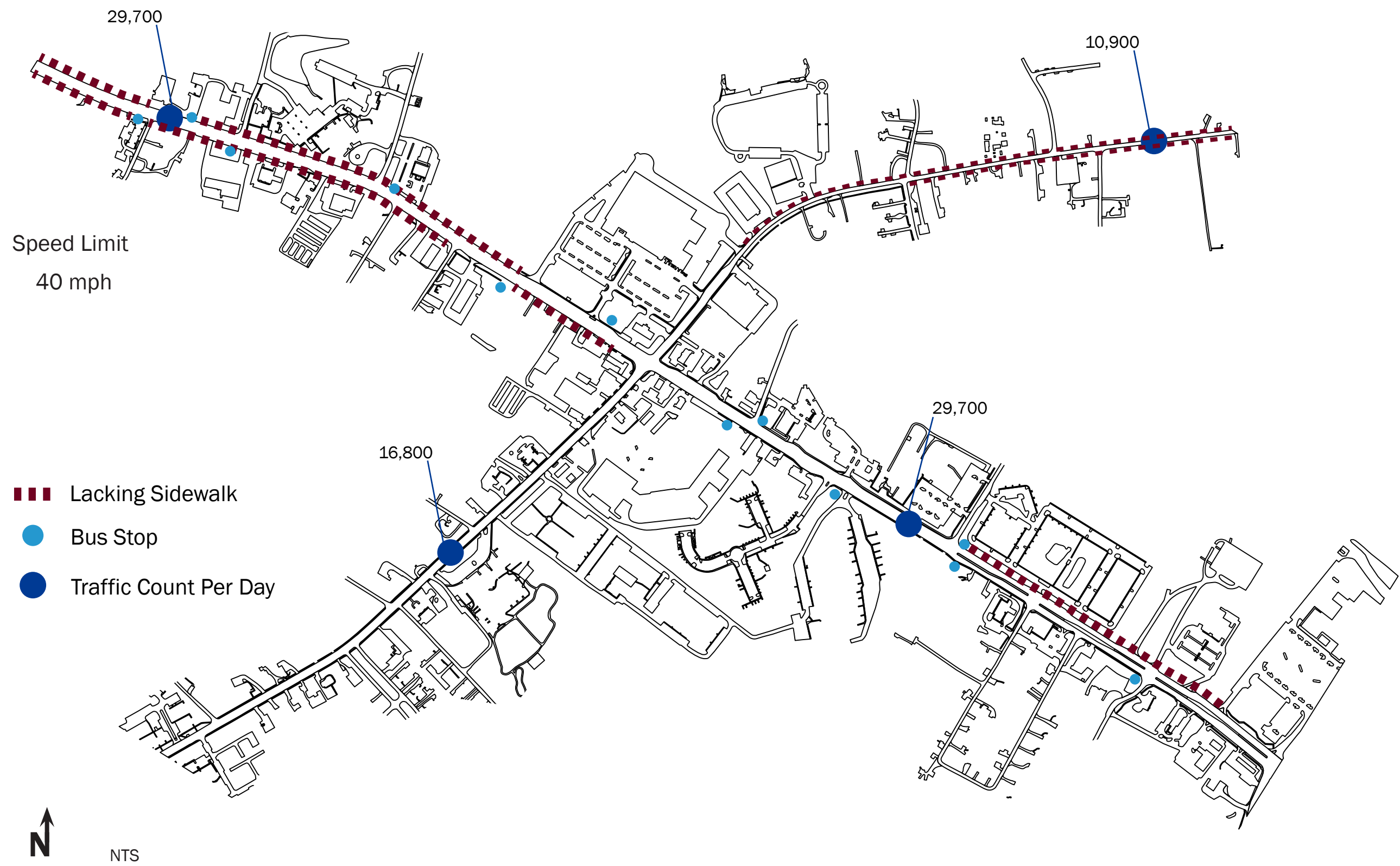
LAND USE MAP



# BUSINESS TYPE CHART



# LEXINGTON RD + RIGHT-OF-WAY



Sources: <https://www.google.com/maps/@33.9431736,-83.3333996,98m/data=!3m1!1e3>



# PLAN OF ACTION

## Increased Circulation

- Cohesive Sidewalks
  - Make Southeast Clarke Park accessible by walking
- Fix congested Lexington Rd intersections at Hwy 10 and Barnett Shoals Rd
- Create wildlife corridors across Lexington Rd



## More Inviting Entrance + Corridor

- Brand intersections with public art and place makers
  - Build place makers outside right-of-row to avoid car crashes
- Street trees and native landscaping
- Simple and attractive signage



## A Destination in Itself

- Promote business growth
- Greater restaurants and activity spaces all interconnected
- Re-purpose abandoned buildings as library or other useful gathering spaces



Sources: <http://www.bikeshophub.com/contentimage/large/bike-path-2-300x275.jpg>

Sources: <http://c8.alamy.com/comp/SOP6RE/graffiti-of-breaking-bad-character-barcelona-spain-SOP6RE.jpg>

Sources: <http://iflaonline.org/wp-content/uploads/2014/01/080828-ruben-0003.jpg>



# PROGRAMMING

## COMMUNITY + EDUCATIONAL SPACES

I propose the current abandoned Piggly Wiggly to be repurposed into a library and community center. Lexington Road has many businesses for people to shop at, but is lacking community and educational spaces. Lower class neighborhoods like the surrounding Lexington area tend to lack positive public centers bettering the community. A community center allows citizens to voice their concerns and project their visions at public meetings. A library helps citizens grow through reading and opens previously unexplored worlds. Repurposed big boxes are growing in popularity because when abandoned, there is a large mark left in the landscape and it is more economically efficient. Instead of complete demolition and construction, the developers only pay for a renovation. In addition to the building’s bones already existing, an open floor plan allows a lot of flexibility in terms of what it can hold. I found insight from the article “Reusing Abandoned Big-Box Superstore across America” on 99% Invisible’s website. The future community center and library will be the first phase of the Lexington project because community involvement and education are among the most important factors in bettering a community.

1. The building is approximately 40,000 square feet
  - One third of the building will be the community center
  - Two thirds will be the library
2. Renovate building for two entrances and design locations of flexible walls
3. Interior furnishings and lighting
4. The existing parking lot and detention pond will still be used
5. Part of the façade will be reconstructed into a more attractive entrance
6. Communal vegetable garden on green space in front of Lowe’s parking lot
  - Sell produce at Athens Farmer’s Market or start a new farmers market

## CONNECTIVITY

Lexington Road serves as an arterial road leading into the heart of Athens, but vehicles are the emphasized mode of transportation. I propose to create a fluid biking and walking path system along Lexington from South East Clarke Park to the Lexington intersection at the Loop. The current walking paths are disconnected and disappear at times, while biking paths are non-existent. Multiple modes of transportation encourage a healthier lifestyle, emit less pollution, and minimize traffic. Lexington Road has a wide right-of-way which is vital for creating sidewalks and bike lanes. Although the speed limit is 40 mph, vehicles tend to speed. Complete sidewalks and bike paths are a longer term objective, so they will be completed over multiple phases.

1. Complete system of pedestrian paths and biking paths along Lexington
2. Create a safer environment for bikers and pedestrians
  - There will be a curb and vegetation buffer of at least 5 feet between bikers and pedestrians and the road
3. Make pedestrian and bike access to South East Athens Park and Satterfield Park
4. Create a phasing plan for pathways in order of importance

# STREET BEAUTIFICATION

As it stands, Lexington Road is more functional than attractive. In the public responses of Lexington Road, the top two issues were bad traffic at Barnett Shoals and ugly scenery. The second is a more affordable and achievable fix. As mentioned before, Lexington Road is an artery into Athens so it is the first impression for visitors to the city. A more attractive street is complete with unified lighting, cohesive signage, street trees, and designed plantings. These characteristics will increase the public image of this corridor and the city in itself. A more attractive corridor can also improve the quality and profitability of businesses in this district and make the Gaines School Road intersection a destination in itself.

1. Street trees to provide shade and serve as buffer between cars and pedestrians/bikers
2. Colorful plantings designed on road mediums
3. Public Art
  - On highway overpasses and selective abandoned buildings
  - Art and sculptural installations at focal points
  - Road medians and at intersections
4. Cohesive signage for locating important hubs and parks
5. Unified lighting for pedestrian and bike safety
6. Remove and repave broken pavement on Lexington Rd
7. Incentivize pawn stores and adult store to relocate
  - If not possible, then screen them from the street
8. Designate a park space where Krystal is located or where Shell and Cork & Bottle are located at central intersection
  - Attractive plantings, hardscape, and seating to attract people to interact in area
  - In turn get more potential shoppers

# DECISIVE GROWTH + REDEVELOPMENT

Lexington Road has been developed without proper planning due to sprawl and airport zoning regulations. The area does not necessarily need more businesses but rather strategic growth from desirable markets. I created a pie chart making inventory of the types of businesses along Lexington Road and Gaines School Road. 12% of all of these stores are automotive repair shops or car washes. Another 6% are pawn, loan, bond, and car title shops. These numbers show the surplus in certain markets. New types of businesses can attract different demographics and cater to the existing population at the same time. The results are more thriving businesses with more people interacting in the area.

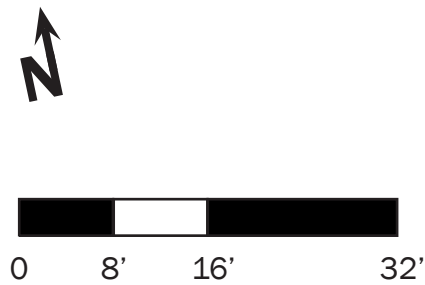
1. Create policies prohibiting over a certain percentage of any one type of business in an area
  - Prevent too many car repair shops or pawn shops from engulfing the area
2. Sell Lexington Road Beautification Plans to potential businesses and developers
  - Clothing, jewelry, or sporting equipment are examples of desired retail
  - Incentivize art galleries or other boutiques with low rent
  - Where zoning permits, new restaurant, bars, or markets
  - Goodwill shopping center has available space and is outside airport zoning



# CONCEPTUAL DESIGNS

## CONCEPT #1

 ART INSTALLATIONS



# CONCEPT #1 SUMMARY

The first conceptual design balances between existing buildings and new developments. Green spaces and art installations are the intersection’s main attractors. These additions will beautify the intersection and give people a new reason to explore the area. There are elements placed with the community in mind. These include a library, community center, and the Lowe’s Instructional Area. Courtesy of Lowe’s, affordable classes will be taught over home and garden improvements for anyone interested. A public park provides green space, a market, event space, and a dog park.

## Pros

- Green Space Necklace
- More Attractive Intersection
- Amenities for Community
- Keeping Retail Anchors
- Event & Market Space
- Art Installations

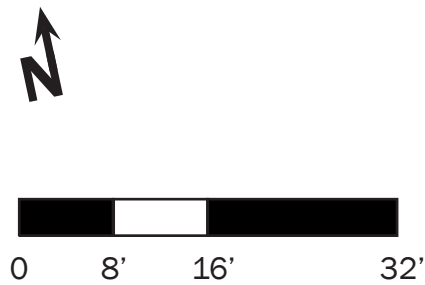
## Cons

- No New Residential
- Not Mixed Use
- Many Businesses Torn Down for Park Space
- No Vegetable Garden next to Market



CONCEPT #2

 ART INSTALLATIONS



# CONCEPT #2 SUMMARY

The second concept distributes green space, event space, educational space, and retail space in one intersection for a deserving community. This concept retains the successful existing buildings and proposes new developments. There are similar amenities to the first concept, but their locations have changed. Green spaces and art installations are strategically placed around the intersection between new retail and restaurants to improve the economy. The plan includes a library and a community center. Adjacent to the market area are vegetable plots where people can learn about, purchase, and enjoy eating sustainably grown produce.

## Pros

- Community Interaction and Amenities
- Green Space Necklace
- New Retail
- More Attractive Intersection
- Keeping Retail Anchors
- Event & Market Space
- Art Installations

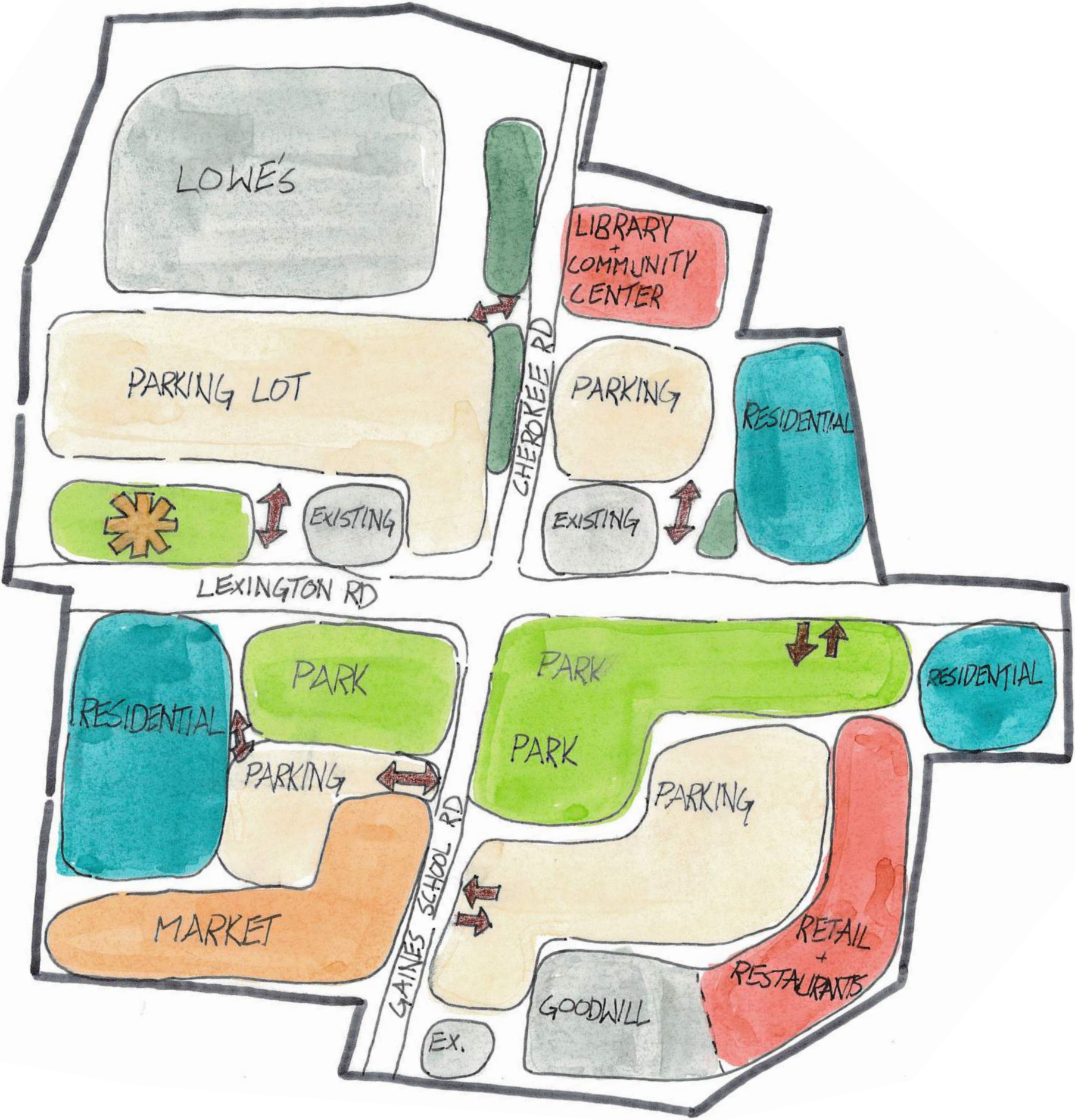
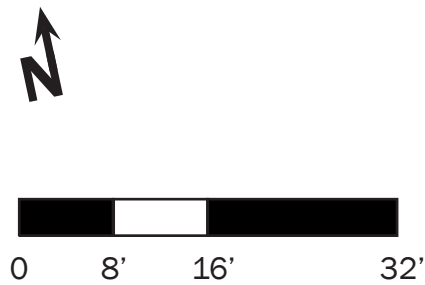
## Cons

- No New Residential
- Not Mixed Use
- Parking Lot Entrances Disrupt Park Space
- Many Businesses Torn Down for Park Space



CONCEPT #3

 ART INSTALLATIONS



# CONCEPT #3 SUMMARY

The third concept additionally provides essential educational spaces and green spaces, while providing new housing. This concept retains the two main anchor stores: Lowe’s and Goodwill. New residential development in the area will provide residents the option to live closer to amenities, while staying in modern housing. New housing will boost the economy in the area from construction and increased demand for goods and services. A necklace of green spaces stretch across the intersection, while a market, library, and community center offer residence new opportunities.

## Pros

- New Housing Offered
- Higher Probability of Successful Businesses with Near by Residence
- Community Interaction and Amenities
- Green Space Necklace
- New Retail
- More Attractive Intersection
- Keeping Retail Anchors
- Event & Market Space
- Art Installations

## Cons

- Very Few Businesses Not Torn Down
- Parking Lot Entrances Disrupt Park Space
- Cost the Most Money



# CONCEPTUAL DIAGRAMS SUMMARY

Each conceptual diagram explored different options along with their pros and cons. There are positive and negatives to each concept. Some overarching findings include the importance to retain the existing strengths, the need for community and green spaces, a need to improve the economy, and boost the identity of the community. There should be some new residential developments to promote the economy and encourage a larger nightlife in the area. New restaurants and bars will additionally improve the nightlife. The second concept has the strongest park, restaurant, and market locations. The first concept has the best art locations for beautifying the intersection. The Lowe's instructional area, library, and community center are key elements to keep in the design. The strongest elements from the three concepts will be compiled into one master plan.



# MASTER PLAN



## Legend

- 1 Existing Lowe's and Walgreen's
- 2 Lowe's 'Building and Growing' Instructional Center
- 3 Library and Community Center
- 4 Food Truck Space
- 5 Event and Farmers Market Pavilion
- 6 Amphitheater with Sloped Lawn Seating
- 7 Vegetable Garden and Barn
- 8 Fountain Plaza
- 9 Retail and Restaurants
- 10 Sculpture Meadow (+ sculptures)
- 11 Great Lawn
- 12 Existing Goodwill, Ollie's, and CVS
- 13 Plaza Space
- 14 Apartment Connections



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# BEN EPPS SQUARE PERSPECTIVE

Creates a destination for people to enjoy both indoors and outdoors  
 Better pedestrian connectivity



Stan Mullin's 'Hands of Respect'



David Hale's 'Song Bird Mural'

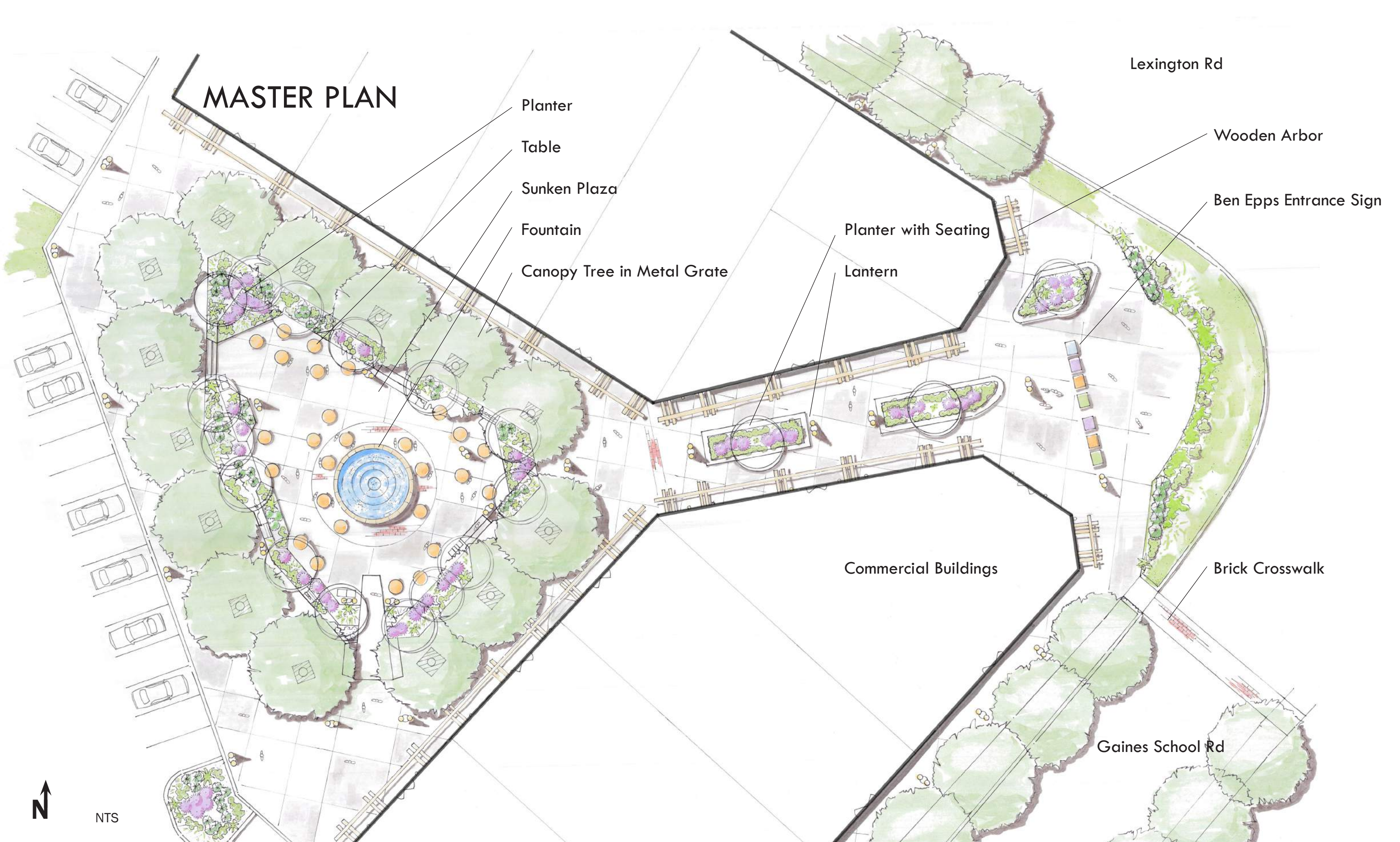
## PUBLIC ART

Beautify the corridor by transforming the mundane infrastructure into artwork  
 Promote local artist for installations

Sources: [http://lakeoconeenews.us/sites/lakeoconeenews.us/files/styles/article\\_image\\_full\\_node/public/field/image/5-6%20ocaf%201%20Stan%20Mullins%20-%20Hands%20of%20Respect.jpg?itok=i-AgllhD](http://lakeoconeenews.us/sites/lakeoconeenews.us/files/styles/article_image_full_node/public/field/image/5-6%20ocaf%201%20Stan%20Mullins%20-%20Hands%20of%20Respect.jpg?itok=i-AgllhD)

Sources: <https://static1.squarespace.com/static/5166d1f6e4b0f61ca30e1a45/57928de93e00bedd3222cb54/57928de93e00bedd3222cb55/1469222410300/mural2web.jpg?format=750w>





# MASTER PLAN

Planter

Table

Sunken Plaza

Fountain

Canopy Tree in Metal Grate

Planter with Seating

Lantern

Lexington Rd

Wooden Arbor

Ben Epps Entrance Sign

Commercial Buildings

Brick Crosswalk

Gaines School Rd



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## BEN EPPS SQUARE: For the East Athens Community

Nyle Rado

LAND 4090

Cannady

Fall 2016



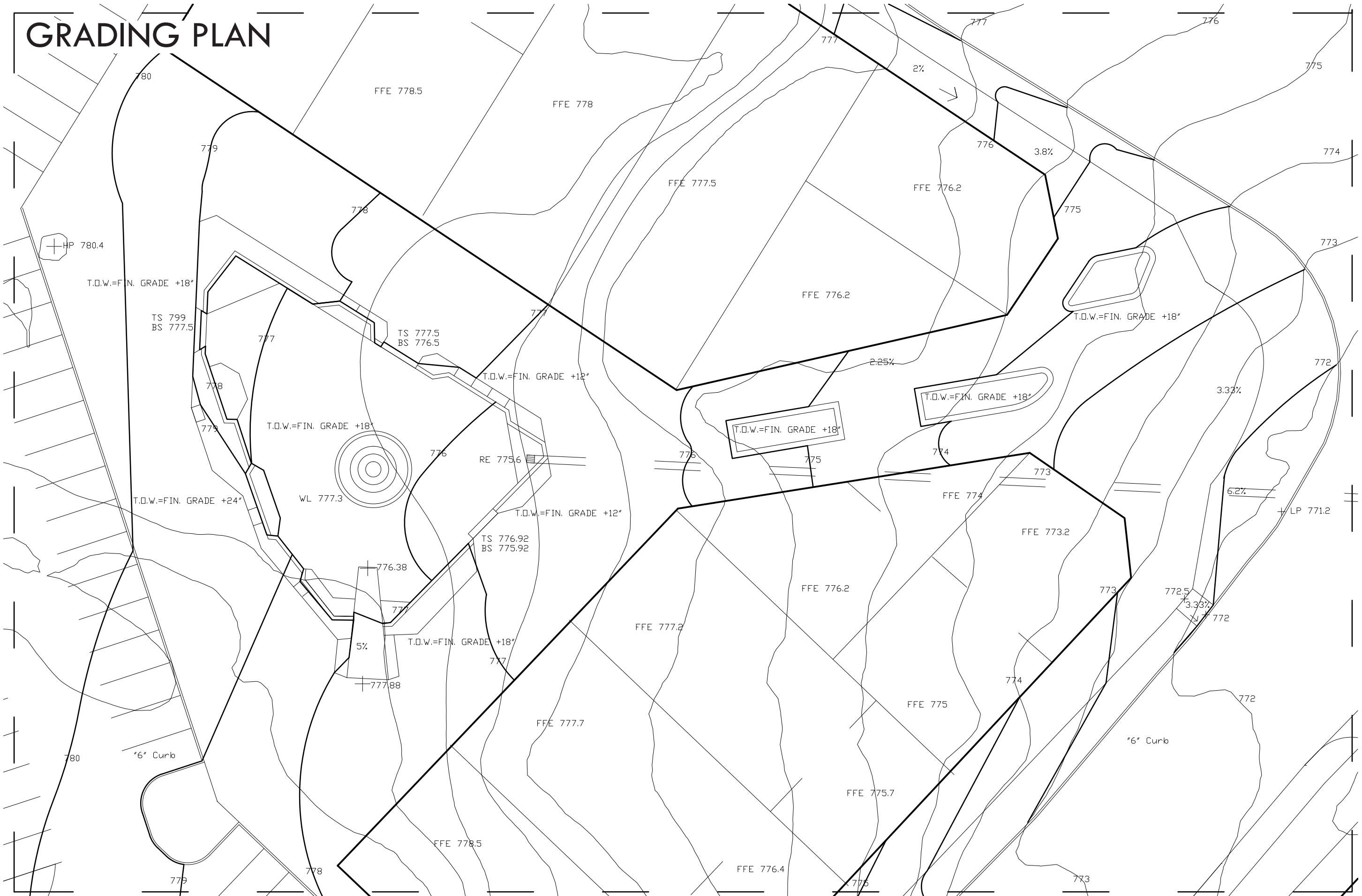


## Sunken Plaza Perspective

Located at the heart of Ben Epps Square, one can enjoy the outdoor rooms like the sunken plaza. The perspective above depicts the intimate atmosphere felt at a cafe table. The lowered plaza and staggered planting beds provide some privacy from the shoppers while the fountain provides a destination for one's eyes and ears.



# GRADING PLAN

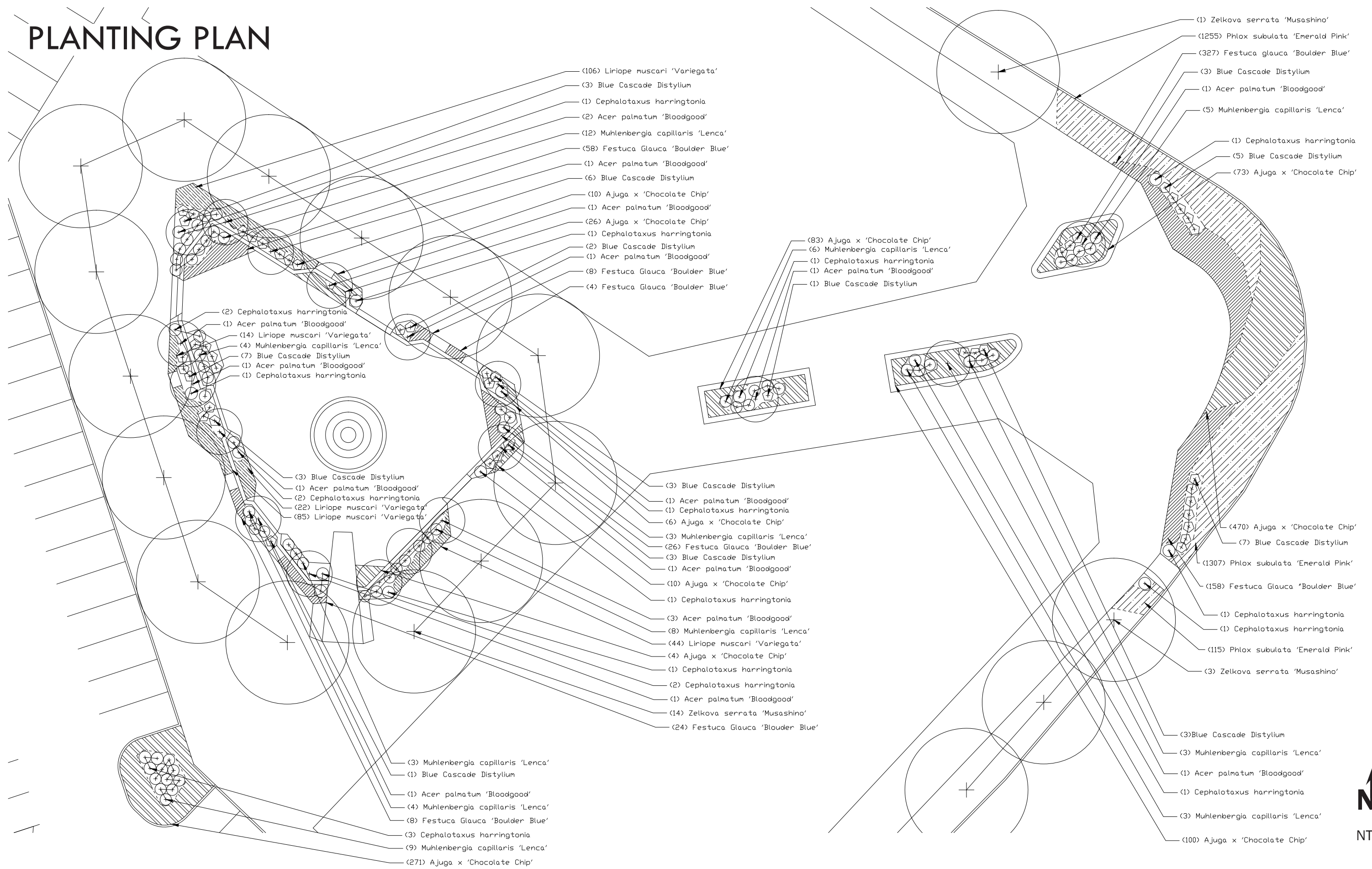


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## BEN EPPS SQUARE: For the East Athens Community



# PLANTING PLAN



PLANT SCHEDULE					
QTY	BOTANICAL NAME	COMMON NAME	SIZE	SPACING	COMMENTS
<b>TREES:</b>					
18	<i>Acer palmatum 'Bloodgood'</i>	Bloodgood Japanese Maple	7 gallon		
18	<i>Zelkova serrata 'Musashino'</i>	Musashino Japanese Zelkova	15 gallon		
<b>SHRUBS:</b>					
47	Blue Cascade Distylium	Blue Cascade Distylium	3 gallon		
20	<i>Cephalotaxus harringtonia</i>	Plum Yew	3 gallon		
<b>GROUNDCOVERS, VINES, ORNAMENTAL GRASSES &amp; PERENNIALS:</b>					
1053	<i>Ajuga x 'Chocolate Chip'</i>	Chocolate Chip Carpet Bugle	3.5" pot	12"	
613	<i>Festuca glauca 'Boulder Blue'</i>	Boulder Blue Fescue	3.5" pot	12"	
31	<i>Liriope muscari 'Variegata'</i>	Variegated Lilyturf	9 pack flat	12"	
123	<i>Muhlenbergia capillaris 'Lenca'</i>	Regal Mist Pink Muhly Grass	3.5" pot		
447	<i>Phlox subulata 'Emerald Pink'</i>	Emerald Pink Creeping Phlox	6 pack flat	8"	





*Acer palmatum 'Bloodgood'*  
**Bloodgood Japanese Maple**  
 15'-20' Height + 15' Spread  
 Burgundy red foliage turns scarlet in fall



*Ajuga x 'Chocolate Chip'*  
**Chocolate Chip Carpet Bugle**  
 2-3" Height + 2-3' Spread  
 Evergreen spreading ground cover with purple and green foliage



*Blue Cascade Distylium*  
**Blue Cascade Distylium**  
 3-4' Height + Spread  
 Small red flowers in spring



*Cephalotaxus harringtonia*  
**Plum Yew**  
 5' Height + Spread  
 Evergreen shrub with coarse texture



*Festuca glauca 'Boulder Blue'*  
**Boulder Blue Fescue**  
 8" Height + Spread  
 Fast growing dense mounds of metallic blue



*Liriope muscari 'Variegata'*  
**Variegated Lilyturf**  
 15" Height + Spread  
 Vibrant yellow and green striping foliage with purple flowers



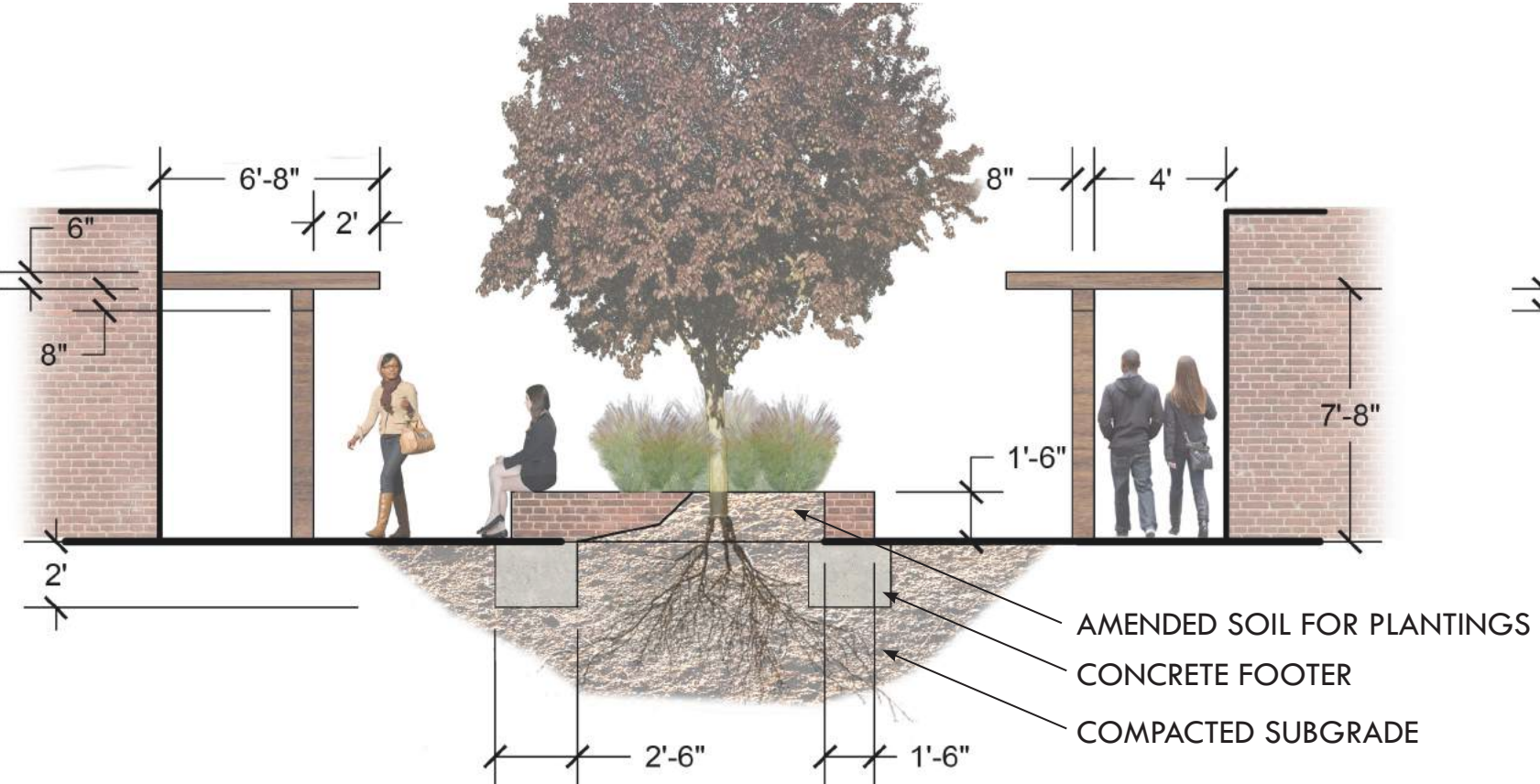
*Muhlenbergia capillaris 'Lenca'*  
**Regal Mist Pink Muhly Grass**  
 4' Height + Spread  
 Attractive pink flowers



*Zelkova serrata 'Musashino'*  
**Musashino Japanese Zelkova**  
 50'-80' Height + Spread  
 Orange fall foliage

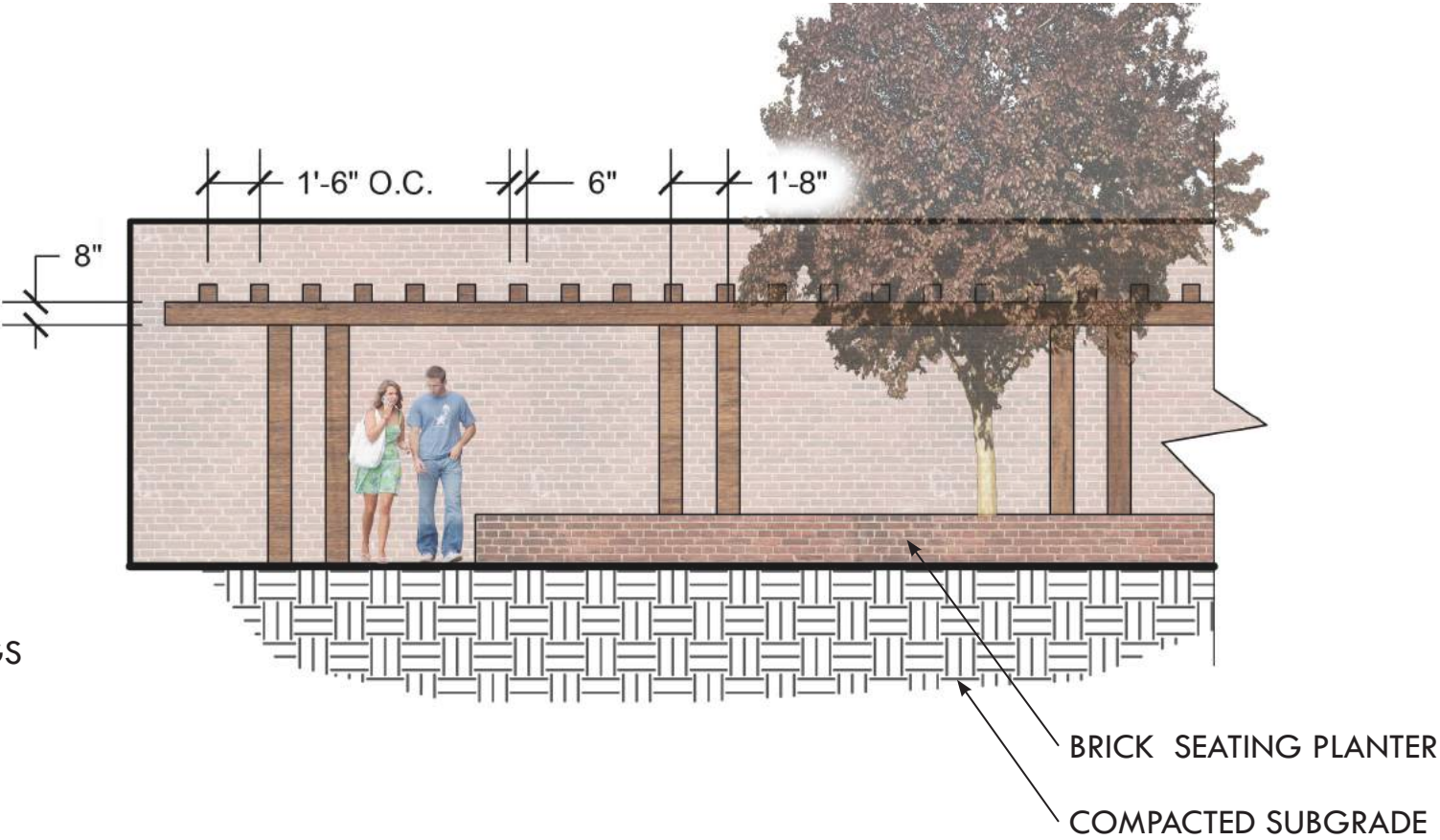
## PLANTING DESCRIPTIONS





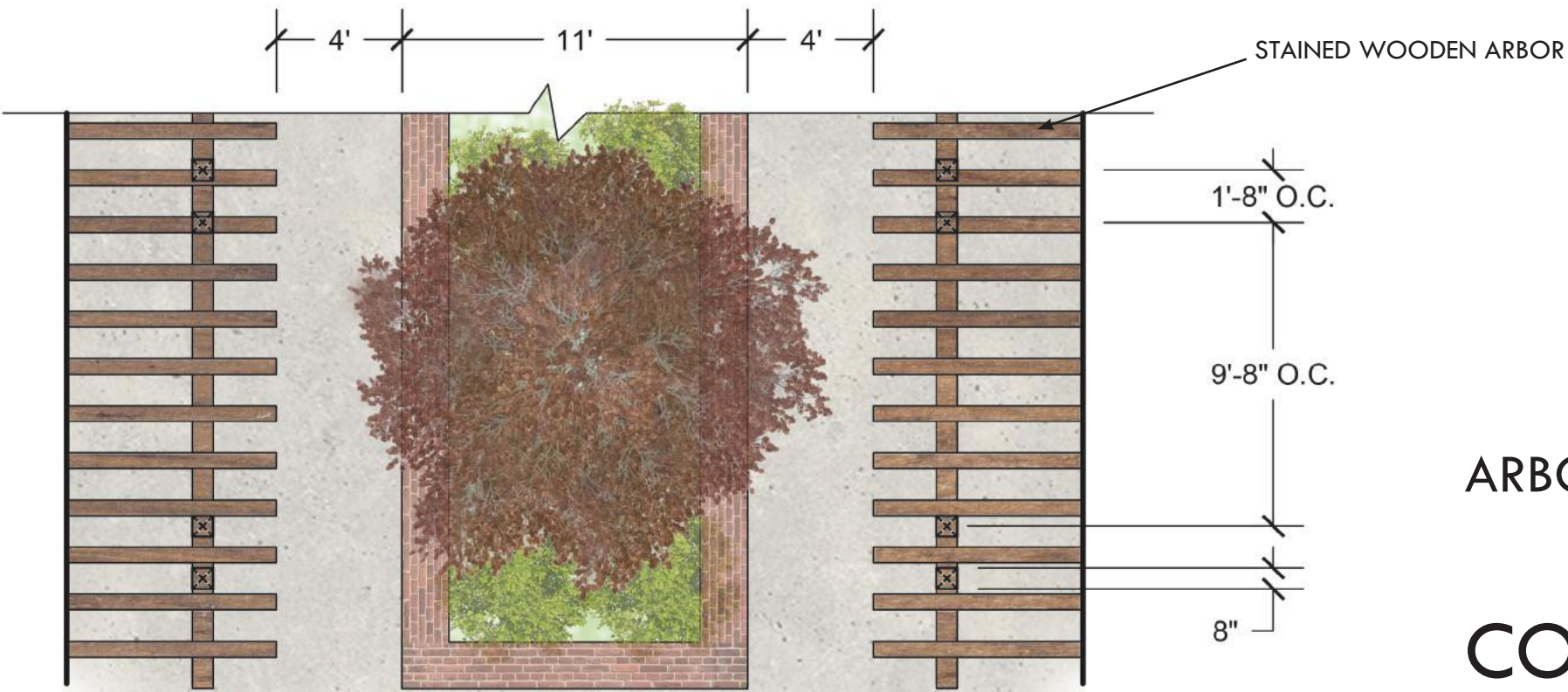
ARBOR + PLANTER SECTION

SCALE: 3/16 in= 1'-0"



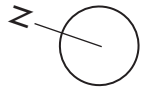
ARBOR + PLANTER SECTION 2

SCALE: 3/16 in= 1'-0"



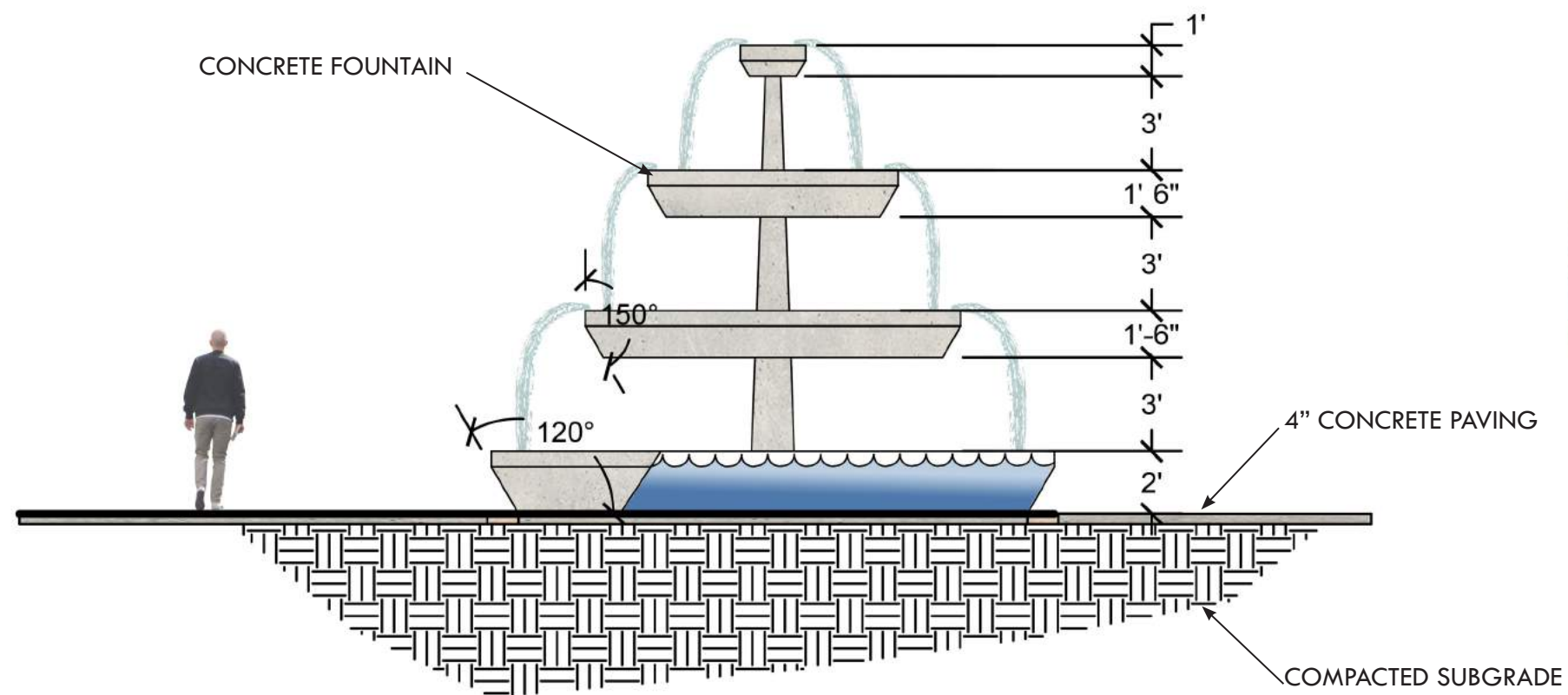
ARBOR + PLANTER PLAN

SCALE: 3/16 in= 1'-0"



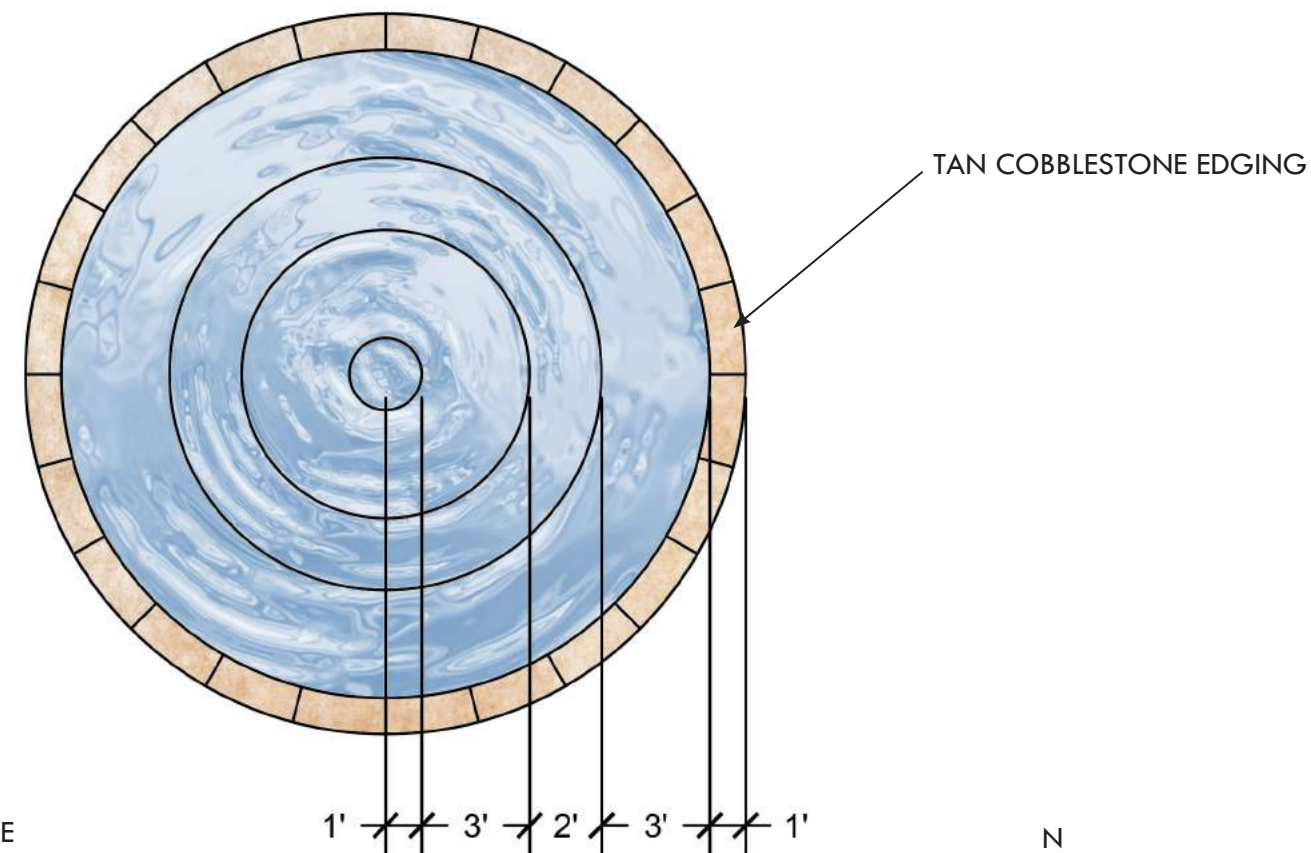
# CONSTRUCTION DOCUMENTS





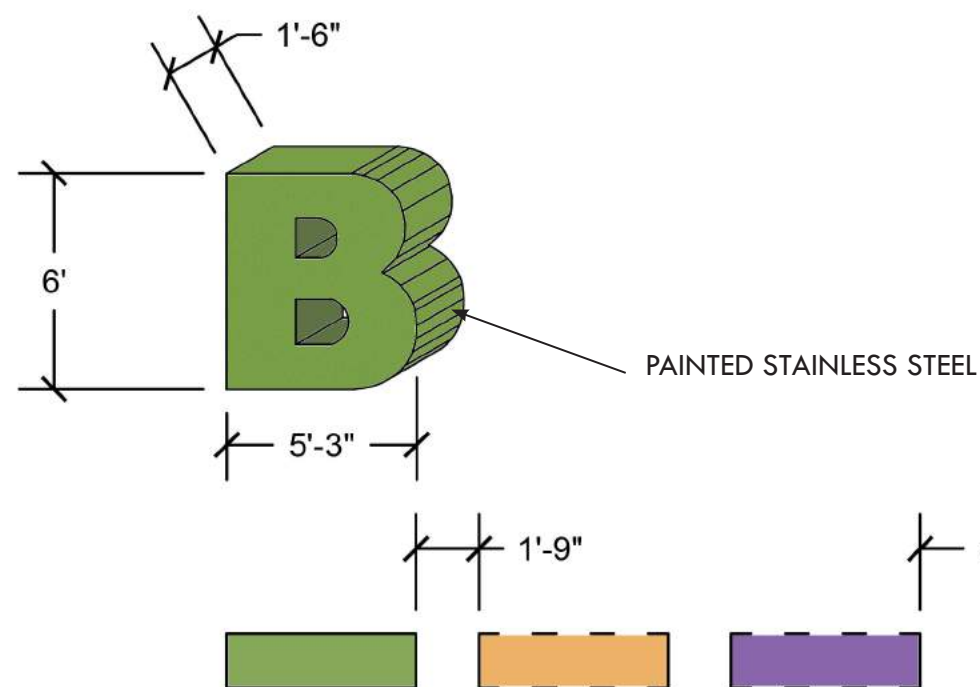
FOUNTAIN SECTION

SCALE: 3/16 in= 1'-0"



FOUNTAIN PLAN

SCALE: 3/16 in= 1'-0"



BEN EPPS SIGN AXON + PLAN VIEW

SCALE: 3/16 in= 1'-0"

\*ALL LETTERS ARE TO BE OF SAME FONT, PROPORTION, AND MATERIAL